







# UNITED WAY BRAND GUIDELINES

2024  
V1.5

# TABLE OF CONTENTS

<b>01 OUR BRAND STRATEGY</b> 	<b>02 OUR VISUAL IDENTITY</b> 	<b>03 OUR BRAND ARCHITECTURE</b> 	<b>04 BRINGING THE ELEMENTS TO LIFE</b> 
Brand Strategy Overview.....5	Visual Identity Overview.....11	Brand Architecture Overview.....35	Design Inspiration Overview.....66
Our Promise.....6	Primary Logo.....12	Organizational Brand.....36	Website.....67
Our Pillars.....7	Logo Arrangements.....13	Localization.....37	Social Media.....68
Our Personality.....8	Logo Clear Space and Minimum Size.....14	Localization Special Use: State Associations...40	Fact Sheet.....69
Brand Strategy Summary.....9	Logo Small Space Applications.....15	Localization in Application.....41	Promotional Items.....70
	Web Icons.....16	Impact Areas.....42	Event Materials.....71
	Logo Don'ts.....17	Impact Areas Localization.....43	Event Invitations.....72
	Logo Variations.....18	Impact Areas in Application.....44	Digital Signatures.....73
	Logo and Photography.....19	Programs/Services.....45	Additional Resources.....74
	Color Palette.....20	Initiatives/Projects.....46	
	Color Accessibility.....21	Affinity Groups.....47	
	Secondary and Tertiary Colors in Application..22	Internal Groups.....48	
	Typography.....23	Publications.....49	
	Typography Usage.....24	Platforms/Tools.....50	
	Typography Usage in Application.....25	Events.....51	
	Photography.....26	Events in Application.....52	
	Graphic Elements Overview.....27	Campaigns.....53	
	Graphic Elements Configuration.....28	Strategic Relationships.....54	
	Graphic Elements Don'ts.....29	Naming Conventions.....61	
	Graphic Elements in Application.....30	Signature System Summary.....62	
	Iconography.....31		
	Data Visualization.....32		
	Visual Identity Toolkit.....33		



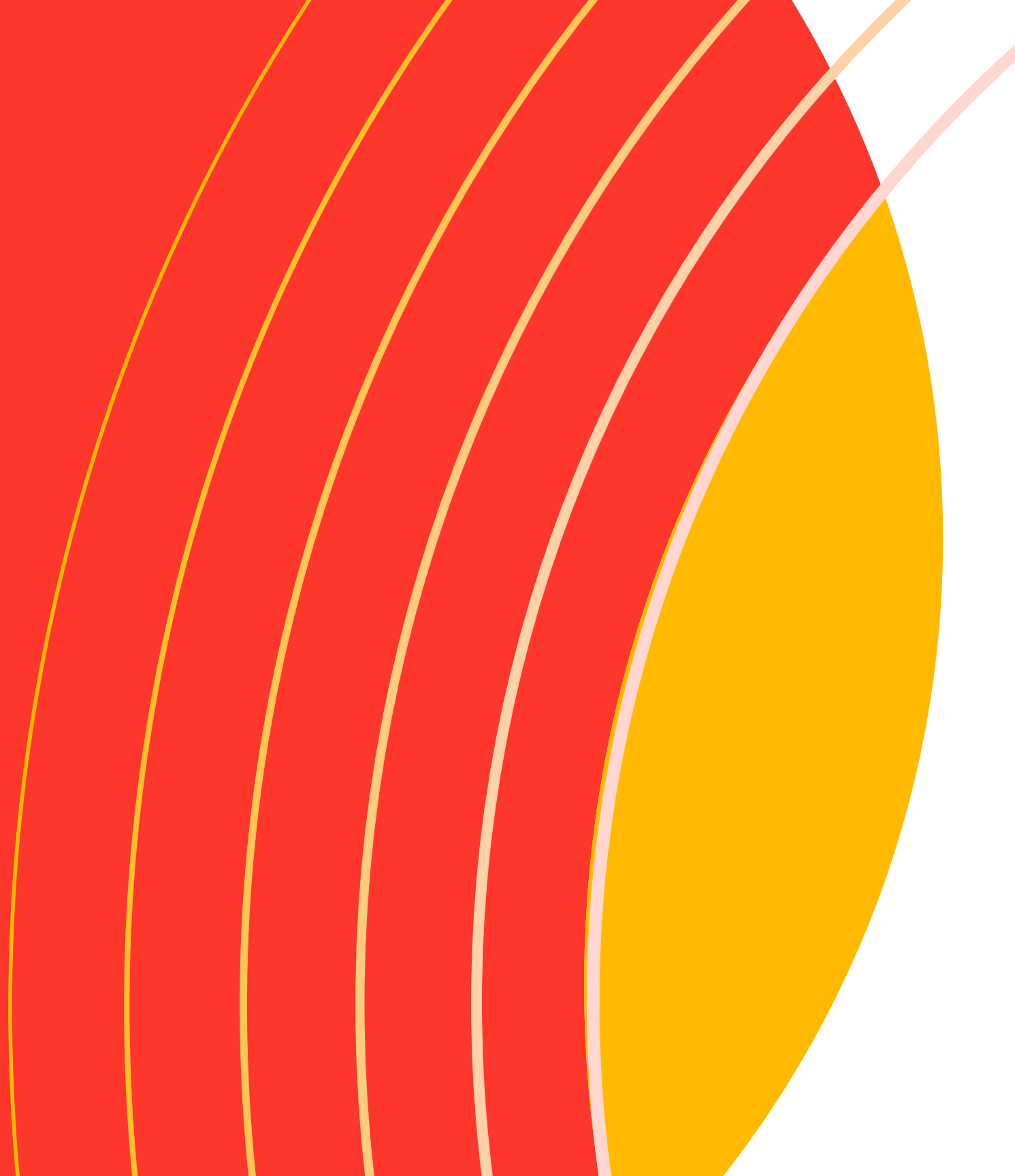
# INTRODUCTION

Informed by extensive global research, United Way embarked on a process to clarify its brand strategy and story; refocus its brand architecture; and refresh its visual identity for greater recognition, relevance and reach.

The following guidelines provide an overview of the elements that make up our brand and the tools necessary to own and implement it with consistency.

Our brand depends on all of us working collectively to present United Way as a unified network. Together, we are mobilizing communities to action so all can thrive.

# 01 OUR BRAND STRATEGY



# BRAND STRATEGY OVERVIEW

Our brand strategy clarifies what we are about, how we benefit communities and why audiences should engage with us. It guides the way we think, act and communicate.

To responsibly manage our brand, we must present ourselves as having a shared promise, pillars and personality.

# OUR PROMISE

Our brand promise crystallizes what United Way stands for and how we're different, and makes the case for why audiences should engage.

United Way mobilizes  
communities to action  
so all can thrive.

- Claims our identity as a community action network
- Counters misperceptions as “passive” and a “middleman”
- Can be scaled from local to regional to global

- Uses plain language to express our shared goal – addressing the root causes of inequality
- Speaks to equitable solutions in terms that can be embraced by all

- Uplifts language from local United Ways, and is a nod to “Thriving United Ways”

# OUR PILLARS

Our brand pillars capture the defining strengths of United Way.

## CONNECTIVE

We bring a comprehensive approach to every challenge.

## RESPONSIVE

We actively listen and swiftly respond to community needs.

## SCALABLE

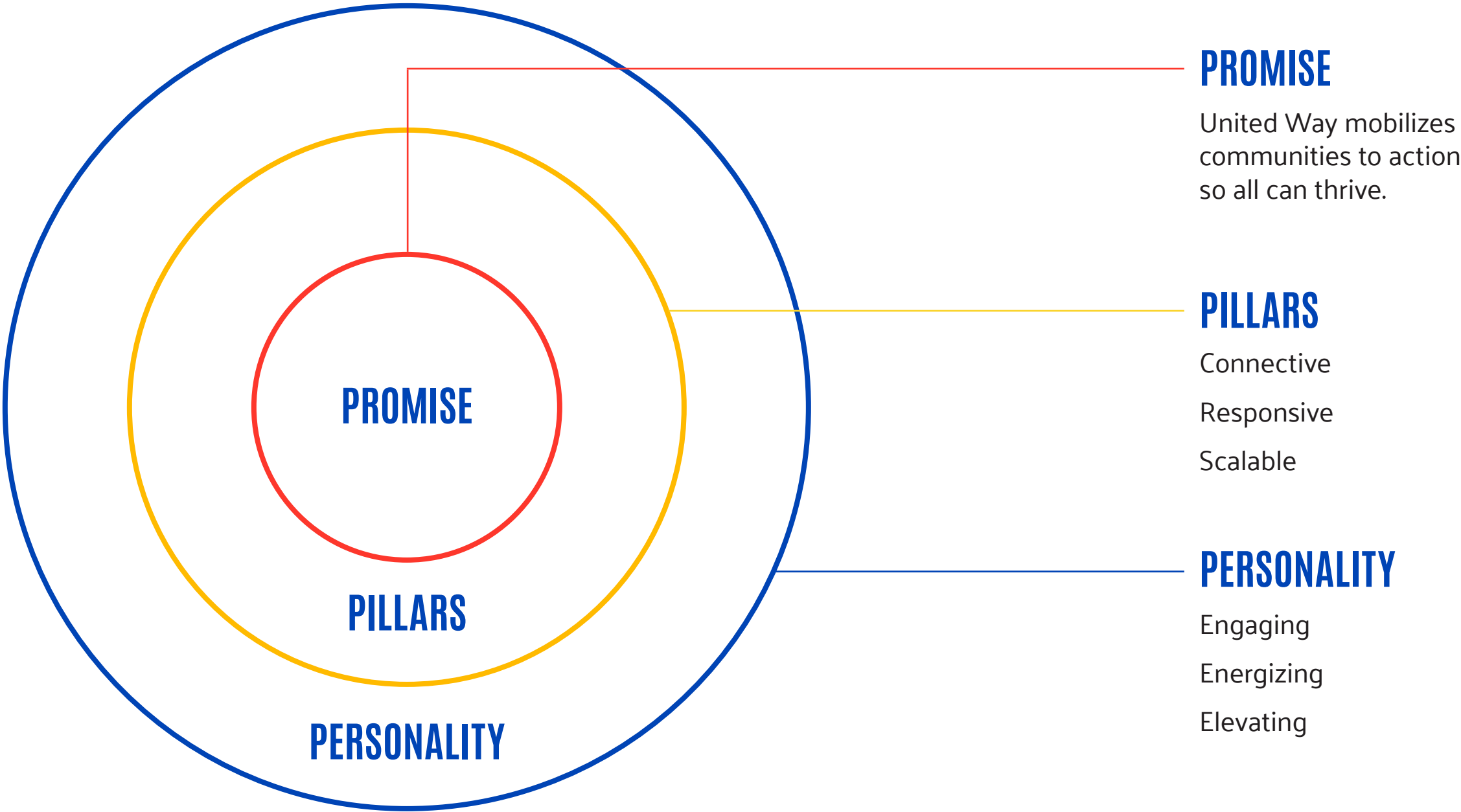
We share knowledge and scale impact so all can thrive.

# OUR PERSONALITY

Our personality codifies the voice, look and feel of United Way across expressions and experiences.

We're...	So in all communications...	That means...	But never...
ENGAGING	We are real, relatable and purposeful, connecting people to possibility.	Personal Purposeful Accessible	Unprofessional Unbending Undiscerning
ENERGIZING	We are dynamic and forward-facing, rallying our audiences to action.	Inspiring Mobilizing Activating	Unrealistic Exhausting Frenetic
ELEVATING	We show how we seek to build up strength in every community, so all can rise.	Hopeful Emboldening Amplifying	Trite Intimidating Overwhelming

# BRAND STRATEGY SUMMARY



# **02**

## **OUR VISUAL IDENTITY**



# VISUAL IDENTITY OVERVIEW

The United Way visual identity is engaging, energizing and elevating, showcasing how we actively listen and respond to local needs to improve lives around the world.

Our toolkit includes our logo, color palette, typography and graphic elements, as well as our photography, iconography and data visualization styles.

When applied together, these visual identity elements can be modulated across regions, audiences, channels and applications to help us effectively convey the United Way brand.

# PRIMARY LOGO

Our primary logo consists of the logo symbol, the Circle of Hope, and our logotype, which is our name set in customized type.

## Our Logo Symbol

Our logo symbol, the Circle of Hope, which was created by famed graphic designer Saul Bass in 1972 and has evolved over time, consists of the rainbow of hope, the hand support and the person as a symbol of humanity. Together, they exemplify our personality, which is engaging, energizing and elevating. As originally intended, the logo symbol has been repositioned to show how we are leading the way, and re-rendered for greater utility and legibility. The logo symbol should always appear in its entirety and never be deconstructed.

## Our Logotype

The logotype has been refreshed to demonstrate our bold commitment to communities today – and for generations to come.

## Our Logo Structure

The logo symbol and logotype have been removed from the rectangular holding shape to better convey our open, inclusive and dynamic approach.

By repositioning and re-rendering the logo symbol, refreshing the logotype and removing the holding shape, the logo has been optimized for small spaces and digital media. See “Our Brand Architecture” for how to localize the logo.



# LOGO ARRANGEMENTS

Our horizontal logo is our preferred version. The vertical logo works best for vertical layouts to optimize space and legibility.

Horizontal logo



Vertical logo



Logo symbol (Circle of Hope)



The full logo should be used in all contexts, except for small spaces (e.g., favicon or social media icon). In these instances, the logo symbol may be used on its own. See page 15 for additional details.

# LOGO CLEAR SPACE AND MINIMUM SIZE

## Clear Space

Keep the logo clear of competing text, images and graphics by maintaining a minimum amount of clear space, equal to the height of “U” of the logo on all sides.



## Minimum Size

For optimal legibility of the horizontal logo, use a width of at least 2” for print and 200px for digital wherever possible, ensuring that you do not go below the minimum widths of 1” for print and 100px digital. For optimal legibility of the vertical logo, use a width of at least 1” for print and 100px for digital wherever possible, ensuring that you do not go below the minimum widths of 0.5” for print and 50px digital.



1.0” for print,  
100px for digital



0.5” for print,  
50px for digital

# LOGO SMALL SPACE APPLICATIONS

In applications, such as small merchandise items, where the canvas is limited, ensure the logo meets the minimum size requirements on the prior page. If additional text or information is required alongside the logo, maintain clear space rules. See examples to the right for ways in which the logo can be used in small spaces.



# WEB ICONS

For web and social media applications, where space is limited, use the logo symbol to represent the brand.

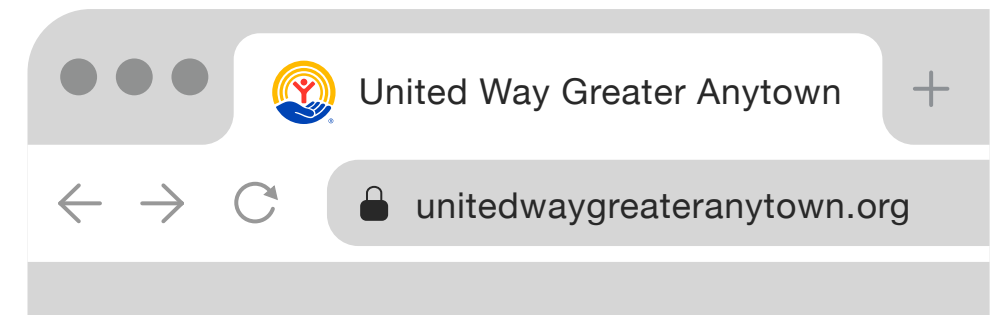
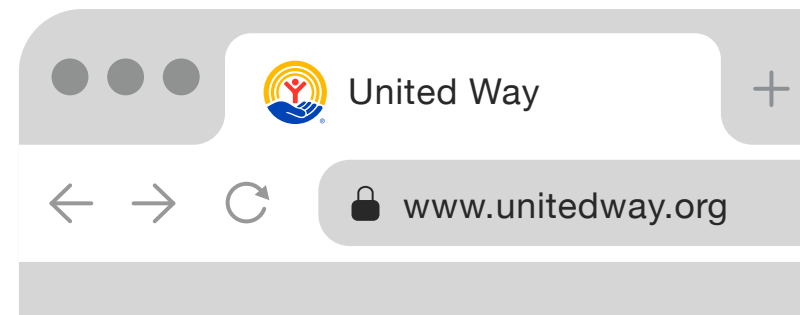
## Social Media Icon

For social media such as Facebook and X (formerly Twitter), use the logo symbol as the icon. Here are minimum sizes for the following platforms:

- X (formerly Twitter): 400 x 400px
- Facebook: 200 x 200px
- Instagram: 150 x 150px
- LinkedIn: 400 x 400px
- YouTube: 800 x 800px

## Favicon

Use the logo symbol as the favicon (i.e., the small icon displayed in the browser's address bar, or displayed next to the page's name in a list of bookmarks). The minimum size for our favicon is 16 x 16px.



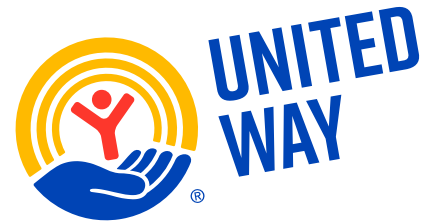
# LOGO DON'TS

Our logo is the most recognizable representation of our brand. As such, it should not be altered under any circumstances.

Here are some examples of things to avoid:

1. Don't rotate the logo
2. Don't change the logo's colors
3. Don't crop the logo
4. Don't skew, distort or stretch the logo
5. Don't reconfigure or change the logo elements
6. Don't add artistic effects to the logo
7. Don't use translucency
8. Don't integrate the logo into messaging (i.e., replace an "O" with the logo)
9. Don't use the logo as copy in a sentence

1. Don't rotate



2. Don't change colors



3. Don't crop



4. Don't skew/distort/stretch



5. Don't reconfigure



7. Don't add effects



8. Don't use translucency



9. Don't integrate into messaging



10. Don't use as copy

Through our global network spanning 34 countries and 1,100 communities,  connects partners, donors, volunteers, and community leaders...

# LOGO VARIATIONS

## Full-Color (Preferred)

The full-color version of the logo is preferred and, whenever possible, should be used on all branded materials. Do not adjust the colors of the logo symbol in any way. The United Way logotype is blue unless there is low contrast with the background, in which case it should be in white. Ensure that there is sufficient contrast for clarity and legibility when used with photography.

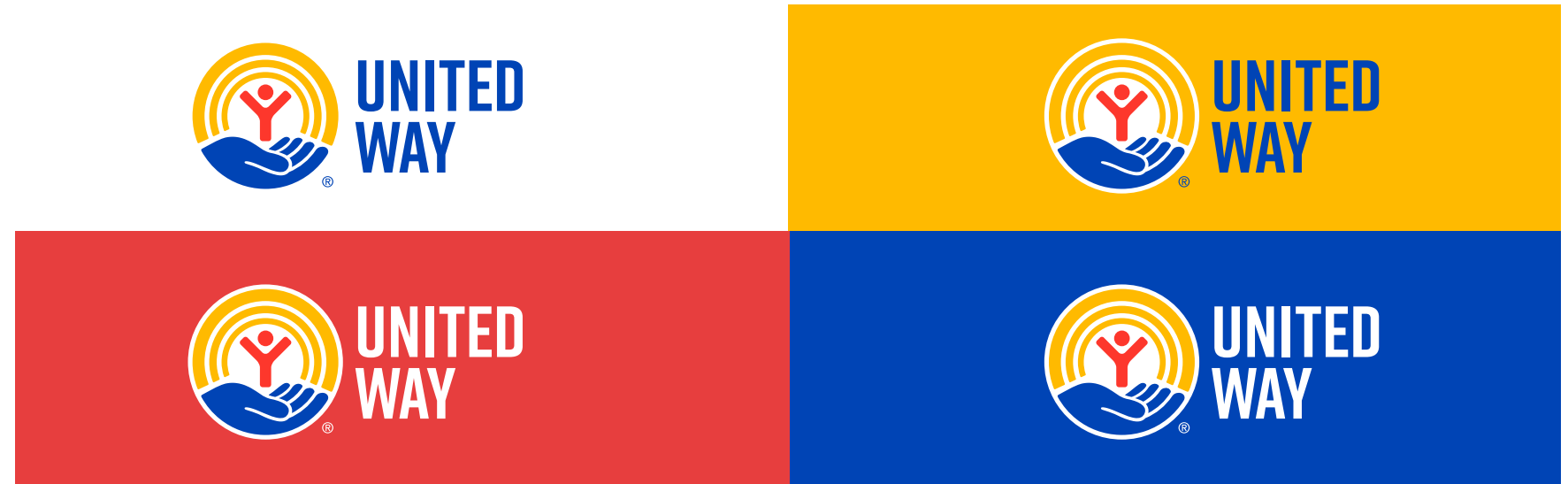
## Knockout (White)

The knockout version is for use on dark backgrounds or photographs where the full-color logo will not work. When using this version, ensure that the background is dark enough to provide sufficient contrast for clarity and legibility.

## One-Color Version (Black)

The one-color version is for use in applications where full-color or knockout logos would not provide sufficient contrast. It can also be used for grayscale or one-color printing.

Full-Color



Knockout (White)



One-Color Version (Black)





# LOGO AND PHOTOGRAPHY

When using the United Way logo over photography, ensure there is sufficient contrast between the background and logo for optimal clarity and legibility.

If the photograph is very busy or has low contrast, use a gradient between above photo and below the logo. Use the following steps:

- Place the photo in your document
- Add a gradient and set it to Multiply in Blending Mode
- Add a version of the logo in a section of the photo with enough contrast



Photography on the bottom

+



Gradient in the middle

+



Logo on top

=



Composition of all the elements

# COLOR PALETTE

Our color palette helps us express the story and personality of United Way. For this reason, it’s important to be consistent and use only the colors that we’ve chosen as part of our brand.

## Primary Colors

Our primary colors are derived from the logo symbol and are blue, red and yellow. Each has four shades to provide dimension and dynamism. The preferred shade, which is used in the logo, is the larger representation.

## Secondary and Tertiary Colors

Our secondary color is green, and our tertiary colors are purple and black to round out the palette. Use the secondary and tertiary colors in supporting roles in communications, not as the main or dominant color.

## Usage

The primary colors (one, two or all three) should be applied across all communications, unless it is in black and white context. The tones can be used to apply texture and depth to the primary colors, but should not be used as a replacement. The secondary and tertiary colors may be used as accents and/or in data visualization. White is a universal color that can be applied alongside the primary, secondary, and tertiary colors to add visual clarity and contrast. Refer to the Bringing the Elements to Life section (pages 61–68) to see color in application.

Primary colors

<div>R:0 G:68 B:181 #0044B5</div> <div>C:93 M:78 Y:0 K:0 Pantone 2728 C</div>	<div>R:253 G:55 B:44 #FD372C</div> <div>C:0 M:91 Y:88 K:0 Pantone Bright Red C</div>	<div>R:255 G:186 B:0 #FFBA00</div> <div>C:0 M:30 Y:100 K:0 Pantone 7549 C</div>
<div>R:33 G:41 B:107 #21296B</div> <div>C:100 M:97 Y:28 K:16 Pantone 3581 C</div>	<div>R:209 G:38 B:38 #D12626</div> <div>C:12 M:100 Y:100 K:0 Pantone 1795 C</div>	<div>R:244 G:121 B:37 #F47925</div> <div>C:0 M:65 Y:98 K:0 Pantone 6018 C</div>
<div>R:80 G:130 B:240 #5082F0</div> <div>C:69 M:49 Y:0 K:0 Pantone 2718 C</div>	<div>R:255 G:128 B:108 #FF806C</div> <div>C:0 M:63 Y:53 K:0 Pantone 170 C</div>	<div>R:250 G:212 B:47 #FAD42F</div> <div>C:3 M:14 Y:91 K:0 Pantone 115 C</div>
<div>R:167 G:210 B:255 #A7D2FF</div> <div>C:31 M:9 Y:0 K:0 Pantone 2717 C</div>	<div>R:255 G:215 B:208 #FFD7D0</div> <div>C:0 M:18 Y:12 K:0 Pantone 698 C</div>	<div>R:255 G:234 B:208 #FFEAD0</div> <div>C:0 M:8 Y:18 K:0 Pantone 7401 C</div>

Secondary color

<div>R:0 G:148 B:100 #009464</div> <div>C:85 M:18 Y:78 K:3 Pantone 340 C</div>
<div>R:21 G:107 B:76 #156B4C</div> <div>C:88 M:34 Y:80 K:24 Pantone 6160 C</div>
<div>R:130 G:216 B:164 #82D8A4</div> <div>C:48 M:0 Y:48 K:0 Pantone 345 C</div>
<div>R:198 G:247 B:218 #C6F7DA</div> <div>C:21 M:0 Y:20 K:0 Pantone 2253 C</div>

Tertiary colors

<div>R:108 G:118 B:211 #6C76D3</div> <div>C:63 M:56 Y:0 K:0 Pantone 2124 C</div>	<div>R:100 G:101 B:103 #646567</div> <div>C:61 M:52 Y:50 K:20 Pantone 4195 C</div>
<div>R:78 G:74 B:166 #4E4AA6</div> <div>C:82 M:82 Y:0 K:0 Pantone 2103 C</div>	<div>R:34 G:30 B:31 #221E1F</div> <div>C:70 M:68 Y:64 K:75 Pantone 419 C</div>
<div>R:142 G:151 B:239 #8E97EF</div> <div>C:44 M:39 Y:0 K:0 Pantone 7452 C</div>	<div>R:158 G:158 B:158 #9E9E9E</div> <div>C:0 M:0 Y:0 K:38 Pantone 4276 C</div>
<div>R:192 G:198 B:252 #C0C6FC</div> <div>C:22 M:19 Y:0 K:0 Pantone 2120 C</div>	<div>R:204 G:204 B:204 #CCCCCC</div> <div>C:0 M:0 Y:0 K:20 Pantone 2330 C</div>

<div>R:255 G:255 B:255 #FFFFFF</div>	<div>C:0 M:0 Y:0 K:0</div>
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# COLOR ACCESSIBILITY

It’s important that our communications are accessible to all. This page includes approved color combinations that meet accessibility standards. When choosing typography and background colors, always promote visibility and legibility by ensuring sufficient contrast.

These contrast ratios of text and background color combinations meet the level AA standards of the Web Content Accessibility Guidelines (WCAG) 2.1 guidelines.

Use an online tool such as the Adobe Color Contrast Analyzer ([color.adobe.com/create/color-contrast-analyzer](https://color.adobe.com/create/color-contrast-analyzer)) to check the contrast ratios.

Dark blue text on white background	Dark red text on white background	Blue text on white background
White text on dark blue background	White text on dark red background	White text on blue background

Black text on yellow background	Dark blue text on yellow background
Black text on light yellow background	Dark blue text on light yellow background

Text 18pt and above / 14pt bold and above

Large/bold white text on red background	Large/bold red text on white background	Large/bold white text on light blue background
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# SECONDARY AND TERTIARY COLORS IN APPLICATION

When applying colors to our brand communications, it’s important to maintain consistency and cohesion.

To achieve this, all core communications should prominently feature at least one, but preferably all three, primary colors as the dominant color(s). While the primary color tones can add texture and depth, they should not replace or overshadow the primary colors.

Secondary and tertiary colors may be used as supporting elements to enhance visual interest, but they should not take precedence over the primary colors in our communications.

The following examples demonstrate how to integrate the primary colors as the focal point, complemented by the secondary and tertiary colors and tones, which have been applied as accents to infuse energy and depth without detracting from the primary palette.

### COMMUNITY IN ACTION


01 LOREM IPSUM 02 LOREM IPSUM 03 LOREM IPSUM

04 LOREM IPSUM 05 LOREM IPSUM 06 LOREM IPSUM




### MONTHLY PROJECTIONS

05%	07%	09%	03%	10%
15%	30%	40%	15%	35%
35%	30%	40%	45%	55%
35%	20%		10%	20%



### CHRISTMAS HELP PROGRAM



### WOMEN WHO THRIVE



# TYPOGRAPHY

## Brand Fonts

Antonio is our brand font for headlines; its all-uppercase style is suitable for bold headlines and large-scale messaging. Antonio is available for download at [fonts.google.com](https://fonts.google.com).

Palanquin is our brand font for body copy; its design is optimized for legibility. Palanquin is available for download at [fonts.google.com](https://fonts.google.com).

## Alternate Brand Font

In languages where Antonio and Palanquin are not available, use Noto as an alternative font. Noto is also available for download at [fonts.google.com](https://fonts.google.com).

## Default Font

When the primary and alternative brand fonts are not available, Arial may be used as a default system font. Arial is available on most operating systems and supported by all major web browsers.

## Special Use Font

For events and collateral where a more sophisticated style is required (e.g., a fundraising gala), use Monte Carlo Script. Monte Carlo Script is also available for download at [fonts.google.com](https://fonts.google.com).

### Brand fonts

ANTONIO THIN  
ANTONIO LIGHT  
ANTONIO REGULAR  
ANTONIO SEMIBOLD  
ANTONIO BOLD

Palanquin Thin  
Palanquin ExtraLight  
Palanquin Light  
Palanquin Regular  
Palanquin Medium  
Palanquin SemiBold  
Palanquin Bold

### Alternative brand font

Noto Serif Hebrew  
שזרכהב ועבקנש

Noto Serif Korean  
인권에

Noto Sans Devanagari  
चूंकभानव अधक़ारौ

Noto Serif  
Traditional Chinese  
人皆生而自由

Noto Serif  
Vietnamese  
Việc thừa nhận nhân

### Default fonts

Arial Regular  
Arial Italic  
Arial Bold  
Arial Bold Italic

### Special use font

Monte Carlo Script Regular



# TYPOGRAPHY USAGE

## Usage

Together, our typography and color palette can be used to create clear and compelling messaging. The following example shows how we can apply typography and color to establish a consistent messaging hierarchy.

We do not recommend the use of italics. The italics appear disruptive with our headline font (Antonio). If absolutely necessary, use the italics of the alternate brand font (Noto).

HEADLINES  
ANTONIO BOLD

UNITED IS  
THE WAY™

SUB-HEADLINES  
Palanquin  
SemiBold

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet magna aliquam erat volutpat.

BODY COPY  
Palanquin  
Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vule putate velit esse molestie

consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril dolore te feugait nulla facilisi. Lorem adipiscing elit, sed diam nonummy nibh euismod tincidunt erat volutpat. Ut wisi enim minim ex modo consequat.



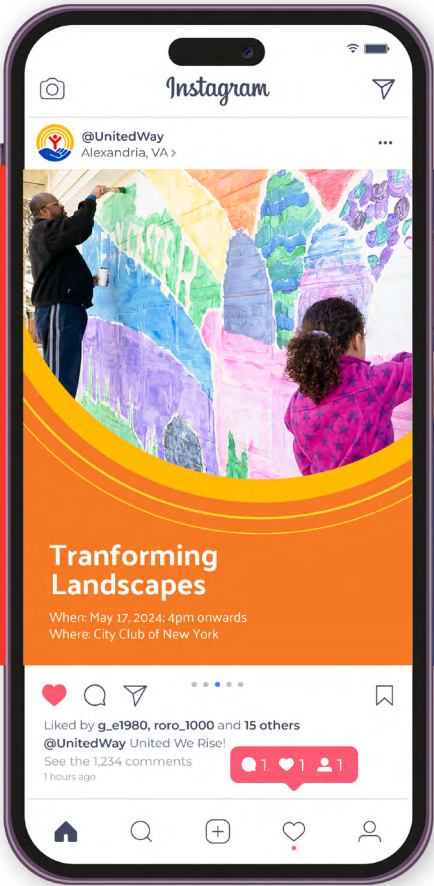
PULL QUOTES  
Palanquin  
Bold

“Lorem ipsum dolor sit amet, adipiscing elit, sed diam nonummy nibh euismod.”

BODY COPY  
Palanquin  
Medium

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh

# TYPOGRAPHY USAGE IN APPLICATION





# PHOTOGRAPHY

Photography is a central to our storytelling. To express our brand promise, pillars and personality in a compelling and credible way, use photography that is community-rooted and responsive, and highlights people in action. Whether photos are of individuals or groups, ensure that they are engaging, energizing; and elevating, and showcase people connecting to their community and each other. Trust and transparency are also key associations of our brand, and, as such, AI-generated photography and/or people-based illustrations should never be used as a substitute for place-based, people-focused imagery.

To ensure that our imagery embodies an authentic look and feel, avoid the following when selecting photography:

1. Don't use photos that are out of focus
2. Don't use photos with unnatural or extreme filters or effects
3. Don't use photos that are overly posed
4. Don't use photos that are on blank backgrounds/silhouetted and lack context
5. Don't use images of low resolution or poor quality
6. Don't use photos that are overly busy or complex in composition
7. Don't use AI-generated images or people-based illustrations

Add captions when necessary to provide greater context. Captions should be left-aligned and appear below the photo.





# GRAPHIC ELEMENTS OVERVIEW

The Circle of Hope, our logo symbol, consists of the rainbow of hope, the hand of support and the person as a symbol of humanity. Together with our name, these elements reinforce our brand promise, pillars and personality.

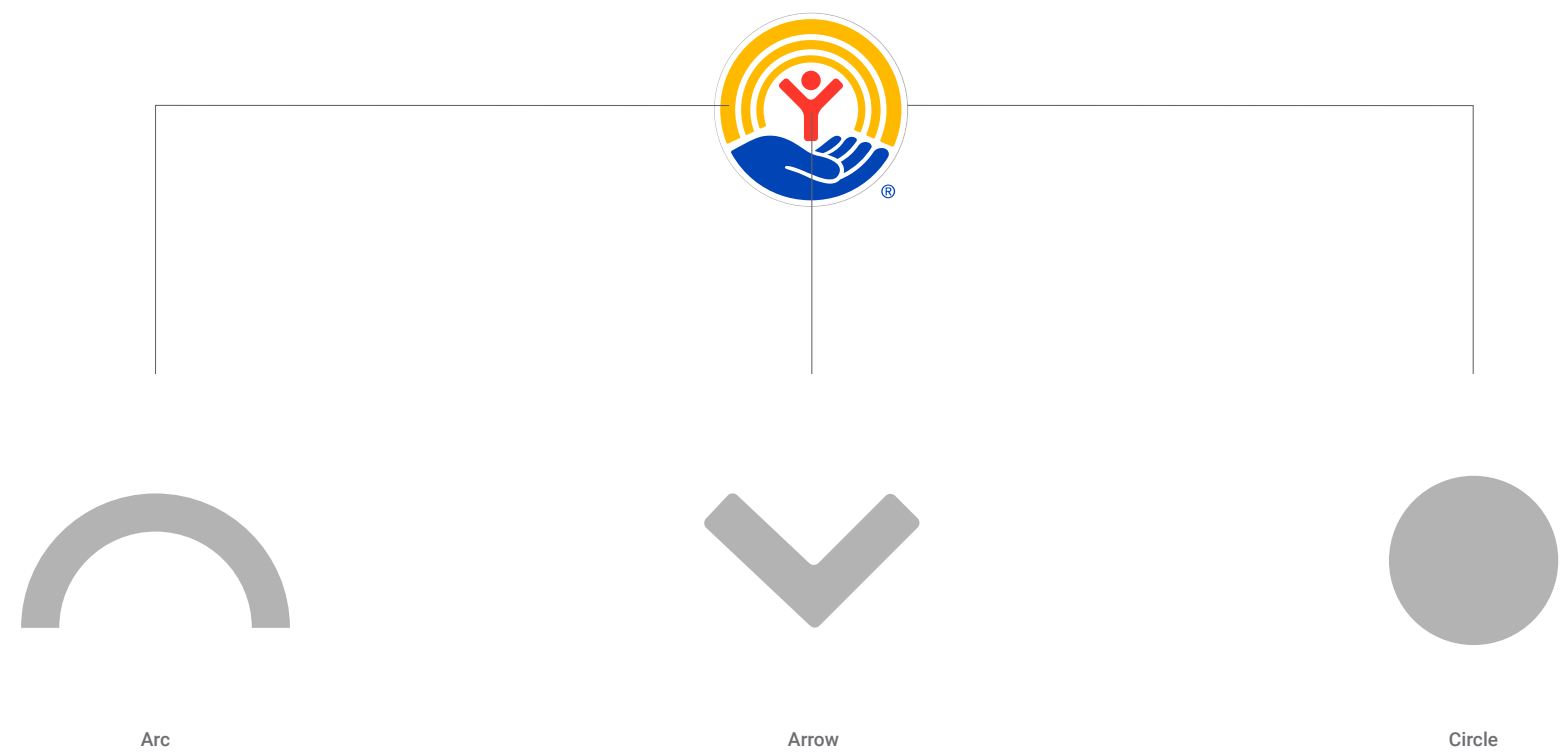
To expand our visual toolkit, which includes our logo, typography, color palette, photography style and more, we have created a set of graphic elements to help us advance our strategy and story.

Inspired by the logo symbol, our graphic elements include the arc, arrow and circle, which show how we are connective, responsive and scalable.

The arc, inspired by the shapes of the rainbow and hand, emphasizes our comprehensive approach to every challenge, and shows how we connect people to possibility.

The arrow, which evokes a thriving person, shows how we are solution-oriented and forward-moving, listening and responding to the needs of local communities.

The circular shape, which echoes the Circle of Hope, reflects the ripple effect of our impact.

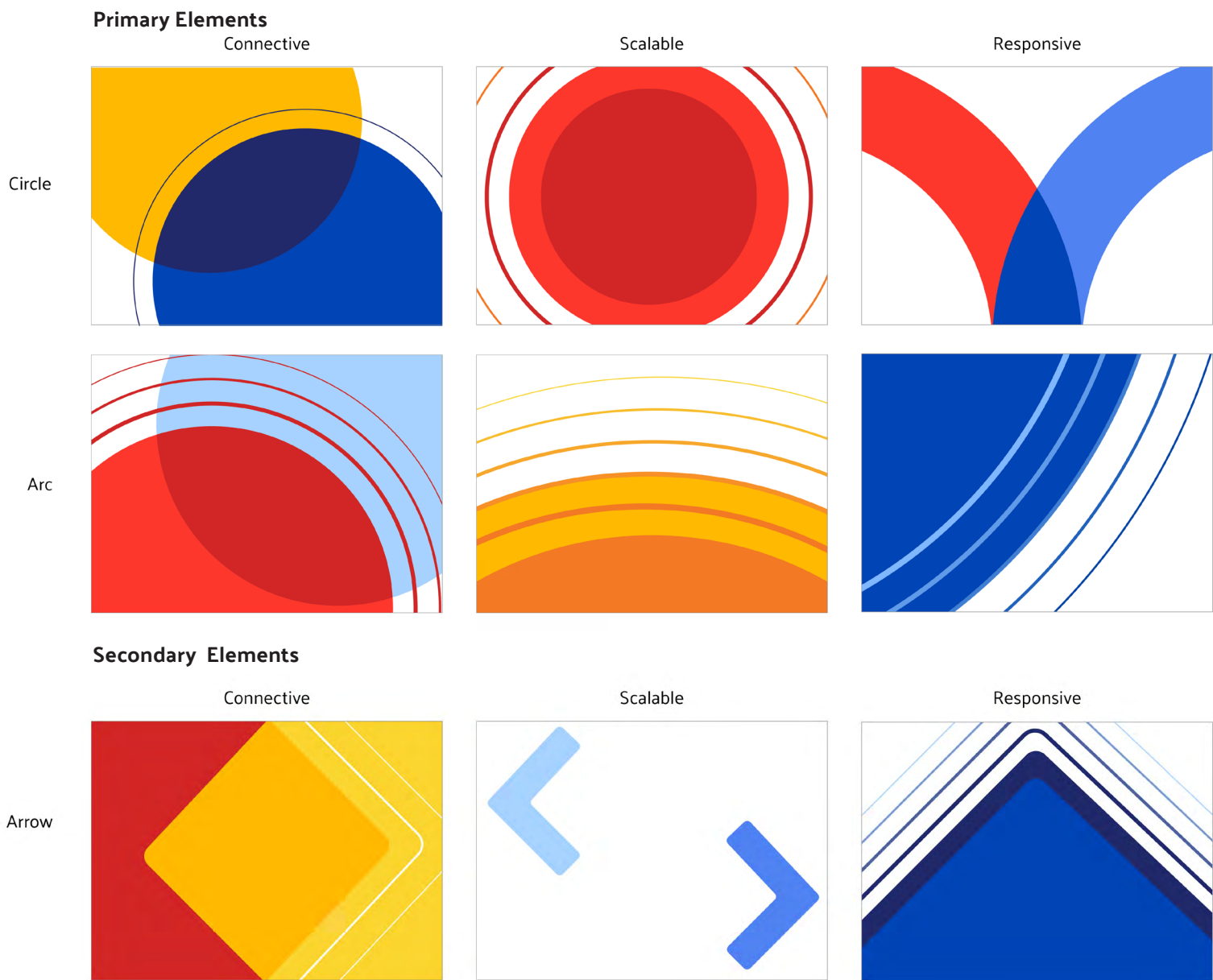


# GRAPHIC ELEMENTS CONFIGURATION

Our graphic elements, inspired by our logo symbol, should always be used to advance our brand strategy and story. When applying the graphic elements, prioritize the circle and arc as heroic components as they represent the core focal points of our logo symbol. As for the arrow, which stems from the thriving person within our logo symbol, incorporate it as a supportive element to signal points of impact, complementing and rounding out our communications seamlessly.

They can be applied in the following ways:

- **Connective:** Use the arc, arrow or circle in an overlapping arrangement to depict our comprehensive and interconnected approach.
- **Responsive:** Create dynamic arrangements of the arc, arrow or circle to evoke movement, and symbolize our proactive and solution-oriented approach to addressing the needs of local communities.
- **Scalable:** Apply a ripple effect to the arc, arrow or circle to mirror the cascading impact of our efforts.



# GRAPHIC ELEMENTS DON'TS

Our graphic elements are strategic tools that play a vital role in advancing our strategy and story. Apply them purposefully to reinforce our brand, and never as decoration.

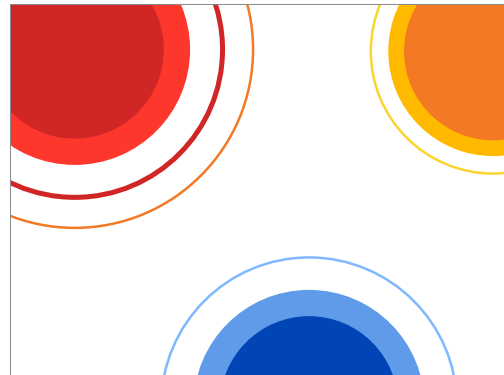
1. No bullseye: When presenting the circular shape, ensure the innermost circle isn't too small to avoid resembling a bullseye, which could evoke unintended associations.
2. No using multiple graphic elements at once: Use one graphic element style at a time to ensure clarity in visual communication.
3. No polka dots: Steer clear of decorative compositions like polka dots, as they lack a strategic connection to our visual identity.
4. No chevron: The shape of the arrow, including the angle, is derived from the person in our logo symbol and is distinct to our brand. Avoid using alternative arrow shapes or interpretations, like the chevron, which are not directly borne out of our logo symbol and could cause confusion with other brands.
5. No mosaics: Avoid creating mosaics with multiple graphic elements, as this may result in compositions that are overly complex and chaotic.
6. No uneven line art – clean orbits only: Apply line art in a clean and consistent way to maintain a polished appearance that mirrors our focus and intentionality.



No bullseye



No using multiple styles at once



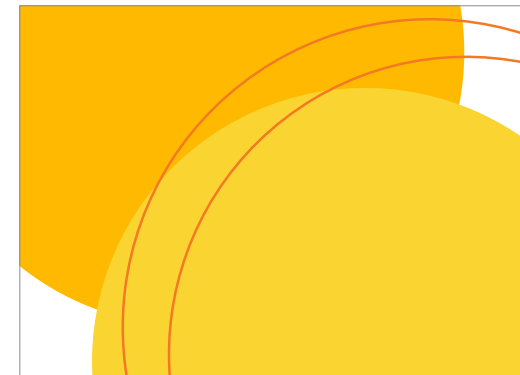
No polka dots



No chevron



No mosaics



No uneven line art – clean orbits only



# GRAPHIC ELEMENTS IN APPLICATION



# ICONOGRAPHY

While other visual elements, such as photography, complement narratives and tell a story, iconography has a more functional purpose. Icons can enhance navigation and comprehension by quickly drawing attention to important messages and to actions audiences should take. Icons help people find their way, both in-person and online.

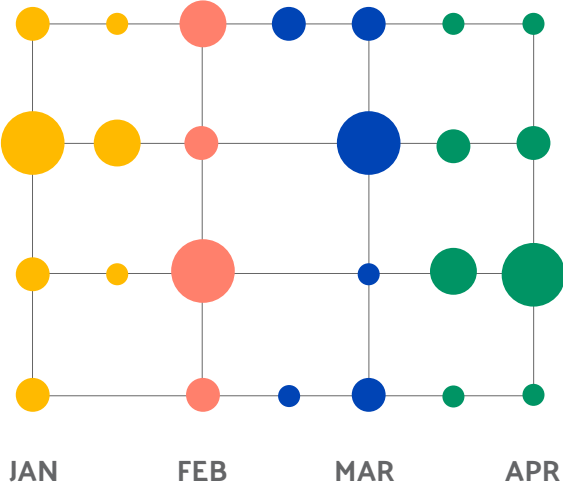
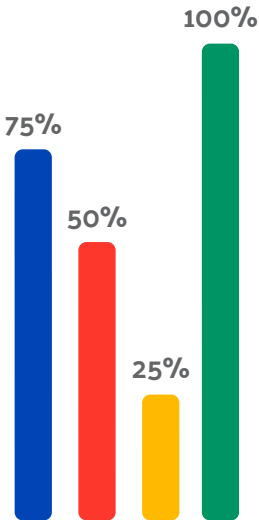
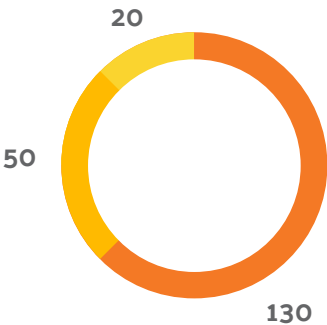
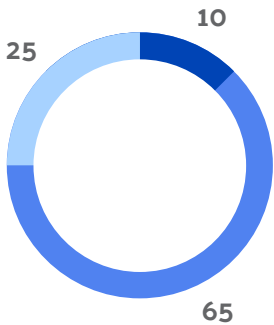
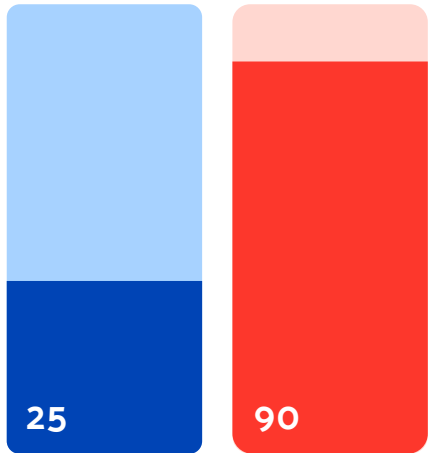
Our iconography style is a simple line treatment with rounded edges to mirror the radiating lines in our logo symbol. The icons are designed to help audiences navigate content and contexts, and are designed to inspire audiences to learn more, get involved and take action. Icons should be optimized to ensure legibility and clarity in small spaces.

The icons may be rendered in any of the primary colors; however, a set of icons should ideally be displayed in the same primary color. Ensure proper contrast between the background and icon.



# DATA VISUALIZATION

Our data visualization employs rounded edges and color blocks to complement the logo and create a vibrant representation of our impact. Whenever possible, use our primary colors to emphasize the largest or most important data points, and use secondary/tertiary colors for smaller or less important data.





# VISUAL IDENTITY TOOLKIT

Logo



Color Palette



Graphic Elements



Typography

**Brand Font**

ANTONIO THIN  
ANTONIO LIGHT  
ANTONIO REGULAR  
ANTONIO SEMIBOLD  
ANTONIO BOLD

Palanquin Thin  
Palanquin ExtraLight  
Palanquin Light  
Palanquin Regular  
Palanquin Medium  
Palanquin SemiBold  
Palanquin Bold

**Default Font**

Arial Regular  
Arial Italic  
Arial Bold  
Arial Bold Italic

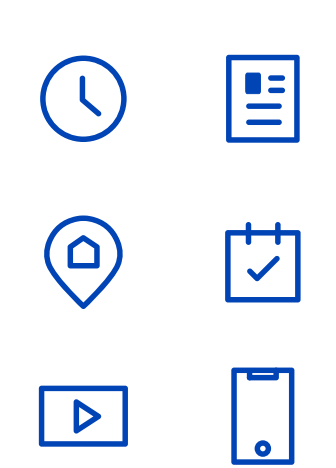
**Special use Font**

*MonteCarlo Script Regular*

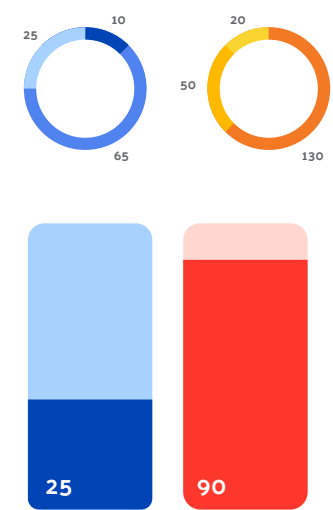
Photography



Icons



Data Visualization





# **03** **OUR BRAND** **ARCHITECTURE**



# BRAND ARCHITECTURE OVERVIEW

Our brand has many facets and moving parts – from over 1,100 local United Ways to campaigns and events to programs and partnerships.

Our brand architecture, which includes our signature system (how we visually represent offerings) and naming, brings visual and verbal clarity so audiences understand the breadth and depth of our offerings and see a clear path for engagement and action.

# ORGANIZATIONAL BRAND

To elevate recognition, deepen relevance, and focus our resources and impact, we have adopted a branded house strategy that drives associations to United Way, our primary brand. We should always protect and promote our primary brand, either on its own or when connected to locations, offerings or partners.



# LOCALIZATION

As a network rooted in thousands of communities, our local knowledge and impact is key to our success. Local United Ways operate locally, regionally, nationally and globally.

### Local United Ways

United Ways that are wholly aligned with the organizational brand do not require significant verbal or visual distinction. Most United Ways fall into this category.

#### How to Name:

Local United Ways should be named “United Way + Location/Region.” In cases where the naming convention already exists, “Location/Region + United Way” is also acceptable, but should not be used for naming new United Ways. Do not use an ampersand in the location name unless there is a specific operational or business need. Instead, use “and” wherever possible.

#### How to Visualize:

The location/region name should be locked up with the United Way logo. Use Palanquin Medium for the location/region. To avoid redundancy, do not repeat “United Way” in the name. See the schematics on the right for guidance on how to lock up the location/region name with the logo.

#### Horizontal

United Way precedes location name in horizontal layout



Location name precedes United Way in horizontal layout



# LOCALIZATION (CONT'D)

## Local United Ways (Cont'd)

If a vertical version of the logo is needed, follow the schematics on the right for how to lock up the local United Way name with the logo. If the location name precedes United Way, only use the horizontal version shown on the previous page.

### Vertical

United Way precedes location name in vertical layout



# LOCALIZATION (CONT'D)

## Local United Ways (Cont'd)

### Clear Space:

Keep the lockups clear of competing text, images and graphics by maintaining the minimum amount of clear space, equal to the height of the “U” on all sides.

Clear space



### Proportions:

For locations/regions on one line, keep a distance between the location/region and the logotype equal to width of the “T.” Together, the location/region and logotype are centered on the logo symbol.

For locations/regions on two lines, keep a distance between the location/region and the logotype equal to twice the width of the “I.” The leading between the two lines of the location/region should be equal to half of the width of the “T.” Together, the location/region and logotype are centered on the logo symbol.

Location on one line



Location on two lines



# LOCALIZATION SPECIAL USE: STATE ASSOCIATIONS

## State Associations

United Way state associations are a collective body of local United Ways within a specific state.

### How to Name:

In cases where United Way precedes the state association, use the following naming convention: “United Ways of” + “State/State Association.” When United Ways follows the state association, use the following naming convention: “State/State Association” + “of United Ways.”

### How to Visualize:

The state association name should be locked up with the United Way logo. Use Palanquin Medium for the state association. See the schematics on the right for guidance on how to lock up the state association name with the logo.

United Ways precedes State/State Association



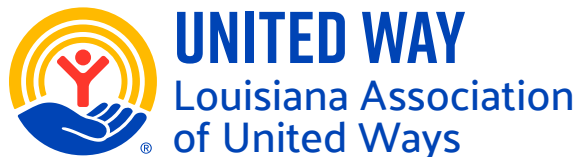
one line



two lines



United Ways follows State/State Association



# LOCALIZATION IN APPLICATION





# IMPACT AREAS

In clear and concrete terms, our impact areas capture how we mobilize communities to action. While our offerings vary across local United Ways, we all share a commitment to four key impact areas which are listed and defined below. We should communicate these impact areas consistently, and, where possible, jointly, to help audiences understand the breadth and depth of our impact.

## HEALTHY COMMUNITY

Improving health and well-being for all

## YOUTH OPPORTUNITY

Helping young people realize their full potential

## FINANCIAL SECURITY

Creating a stronger financial future for every generation

## COMMUNITY RESILIENCY

Addressing urgent needs today for a better tomorrow

See a sample list of programs for each impact area on the following page.



# IMPACT AREAS LOCALIZATION

Below are examples of our work in each area.

## HEALTHY COMMUNITY

**Examples:**

- Health access and equity
- Maternal and child health
- Nutrition and food security
- Disease awareness and prevention
- Mental health support
- Substance misuse recovery and prevention

## YOUTH OPPORTUNITY

**Examples:**

- Childcare and early childhood education
- In-school, after-school and summer learning
- Family engagement
- Literacy development
- College and career readiness

## FINANCIAL SECURITY

**Examples:**

- Adult education, job training and career pathways
- Financial education and coaching
- Homelessness prevention, affordable housing and home ownership
- Small business support
- Public benefits access

## COMMUNITY RESILIENCY

**Examples:**

- Disaster relief and recovery
- Emergency preparedness
- Crisis hotline and support
- Environmental stewardship and sustainability

## How to Localize the Impact Areas

While the labels for overarching categories should remain the same – shared language builds brand recognition and affinity – each United Way should customize the examples list of programs/services/initiatives to reflect their own work. Overarching categories that are not relevant to a particular region/location may be removed.

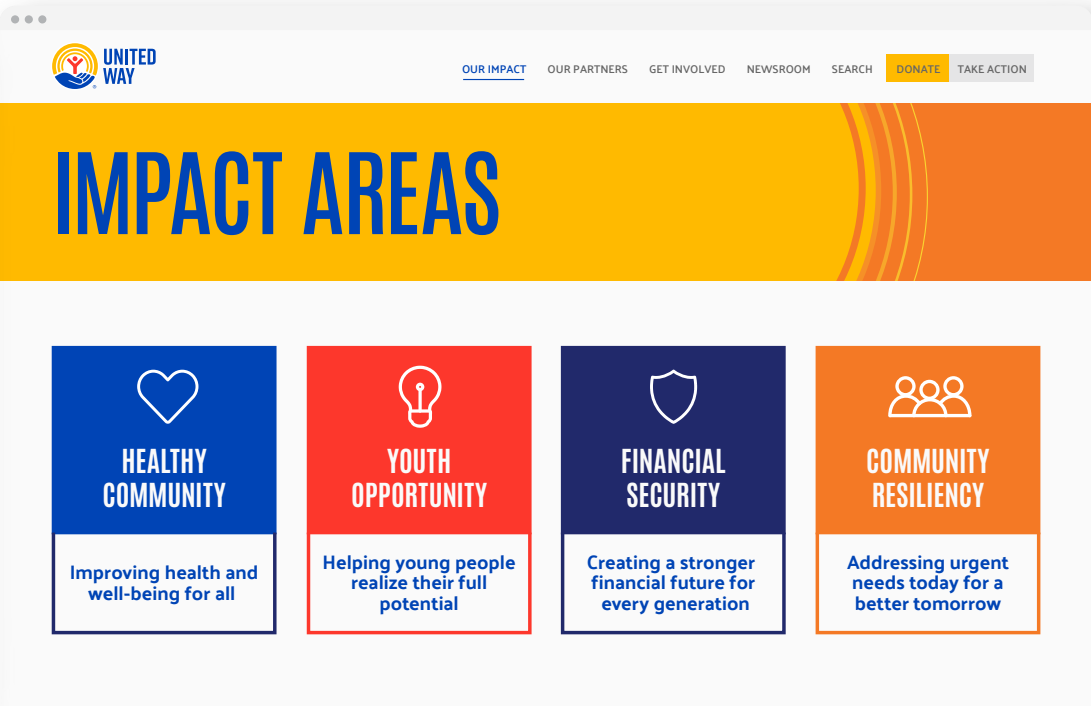
# IMPACT AREAS IN APPLICATION

The impact areas can be infused into all communications to convey to our audiences how they can learn more, get involved and take action. The following examples show the application of our areas of impact in copy, and across print and digital contexts.

In print communications:



In digital applications:



In content:

From advancing healthy community, youth opportunity, and financial security to strengthening local resiliency, United Way mobilizes communities to action, so all can thrive.

# PROGRAMS/SERVICES

## Programs/Services

Programs/services are defined as long-term, structured collections of solutions in response to local, regional or global needs or challenges. For example, MyFreeTaxes.

### How to Name:

Program/Service Description + [“Program” OR “Service”]

### How to Visualize:

Treat in type using brand fonts. Never use a secondary or tertiary color when communicating signature programs or services.

## Certifications

Certifications are endorsements of programs/ services. For example, VITA.

### How to Name:

Certification + [“Program” OR “Service”]

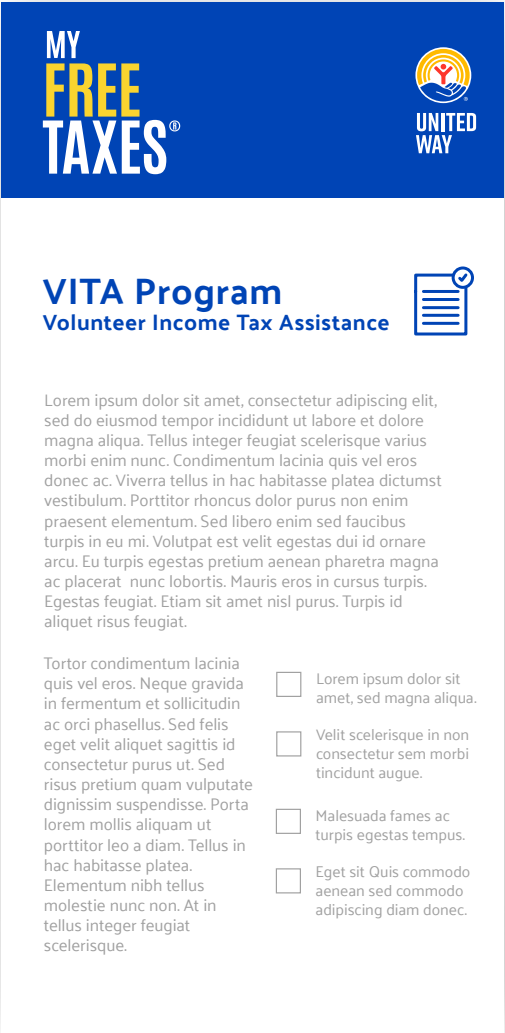
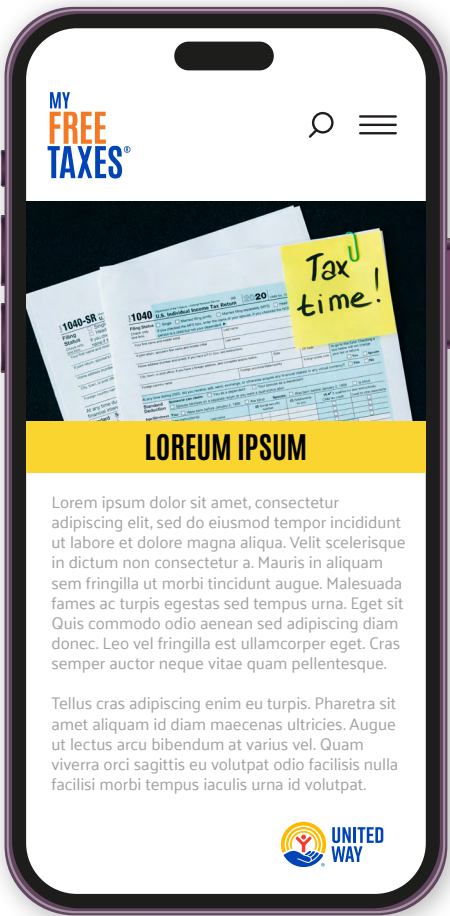
### How to Visualize:

Treat in type using brand fonts OR show in relationship with the programs/services

Programs/Services



Certification



# INITIATIVES/PROJECTS

Initiatives/Projects are defined as a time-bound set of activities to implement work and achieve a specific goal.

**How to Name:**

Initiative/Project Description + [Initiative OR Project]

**How to Visualize:**

Treat in type using brand fonts

DIGITAL  
EQUITY  
INITIATIVE



# AFFINITY GROUPS

Affinity groups are defined as organized groups of donors and/or supporters.

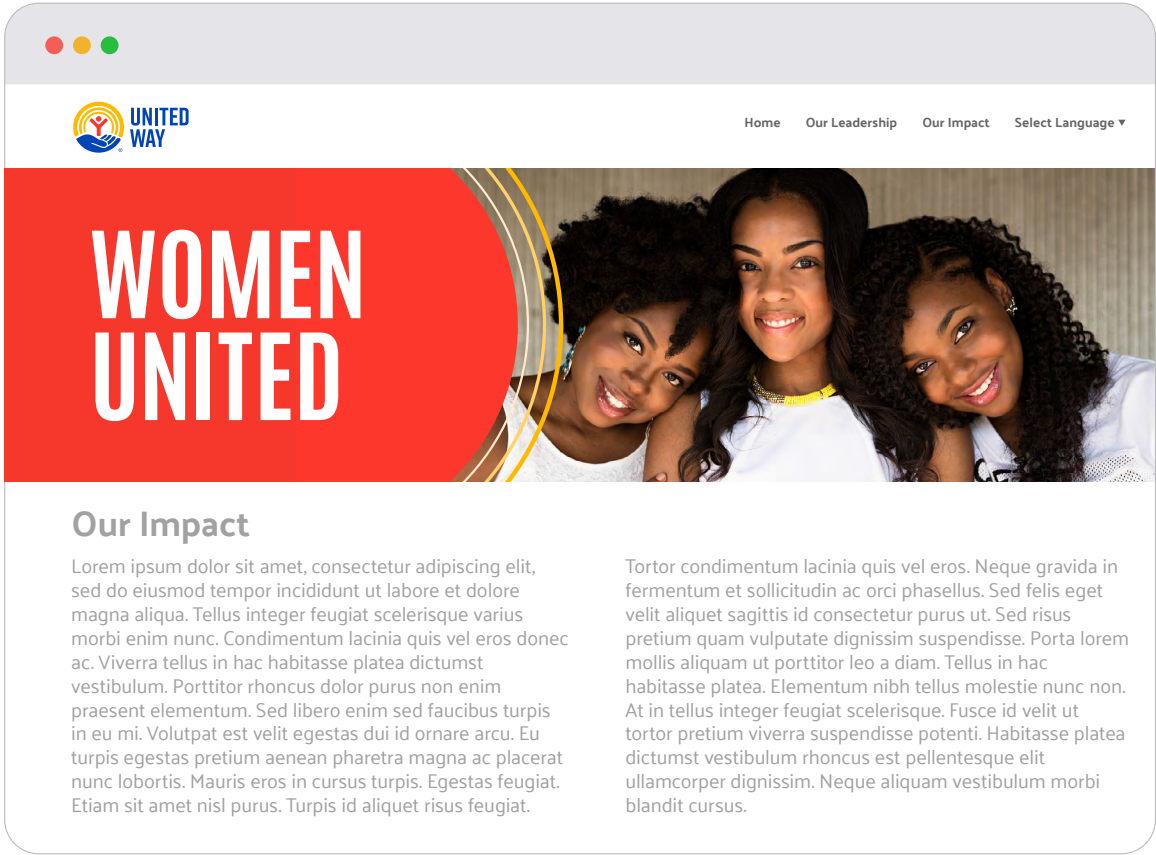
**How to Name:**

Group Focus/Audience + United

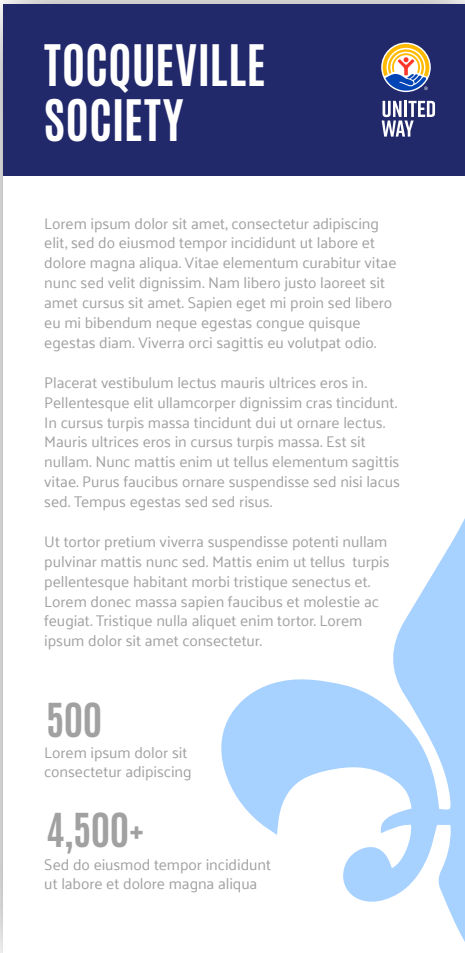
**How to Visualize:**

Treat in type using brand fonts

WOMEN  
UNITED



TOCQUEVILLE  
SOCIETY



# INTERNAL GROUPS

Internal groups are employee groups that support the organization.

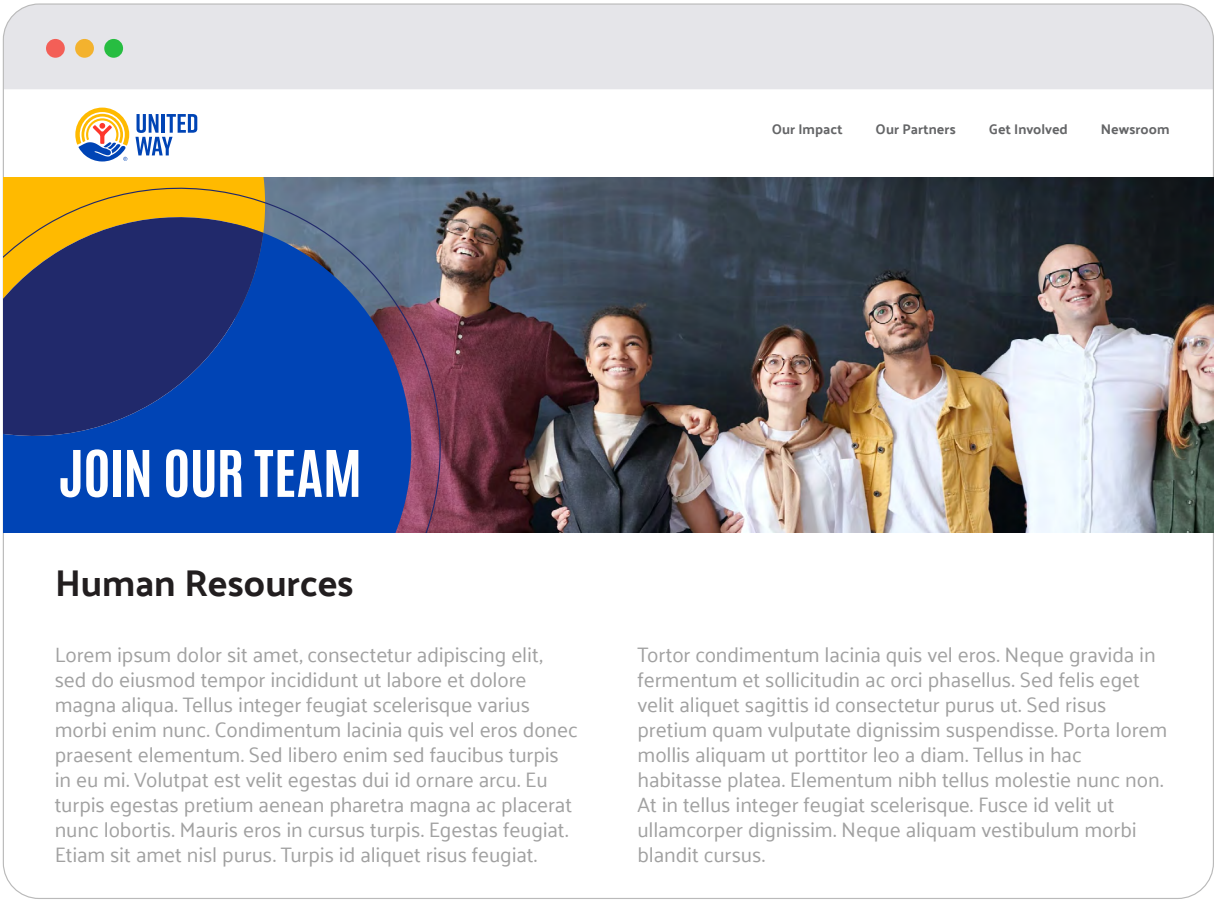
**How to Name:**

Group Focus

**How to Visualize:**

Treat in type using brand fonts

## Human Resources





# PUBLICATIONS

Publications are defined as official published communications from the organization or a program, initiative or project.

## How to Name:

[Impact Area/Program/Initiative] + Publication Focus

## How to Visualize:

Treat in type using brand fonts; mastheads may require flexible application of the design elements (e.g., stylized typography, etc.)

## Annual Report



# PLATFORMS/TOOLS

Platforms/Tools are defined as collections of offerings that support processes and the delivery of programs or services.

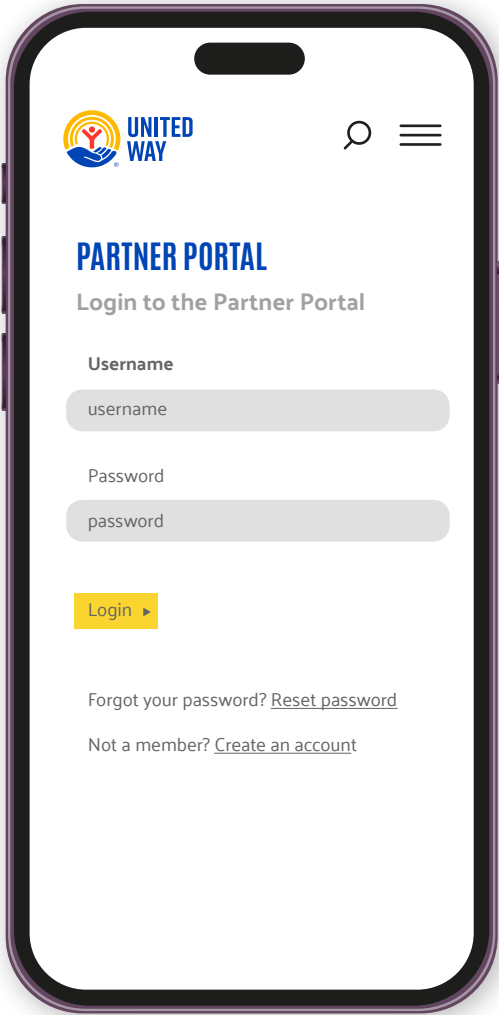
**How to Name:**

Type of Tool/Platform

**How to Visualize:**

Treat in type using brand fonts

PARTNER  
PORTAL





# EVENTS

Events are defined as planned engagements, thought leadership or educational occasions that take place in person or online. When using “United” in naming, it should lead and travel with an action or outcome, e.g., “United in Purpose.” Refer to page 61 for further guidance on naming conventions.

## How to Name:

Topic + [Event Type]

## How to Visualize:

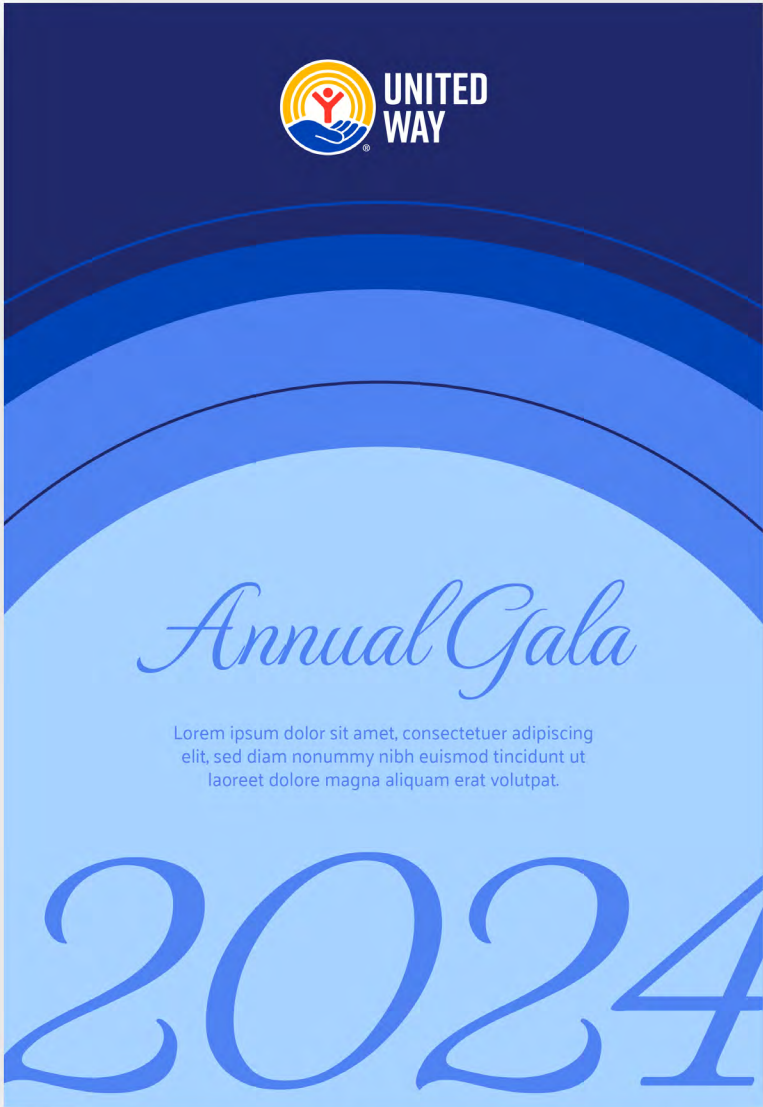
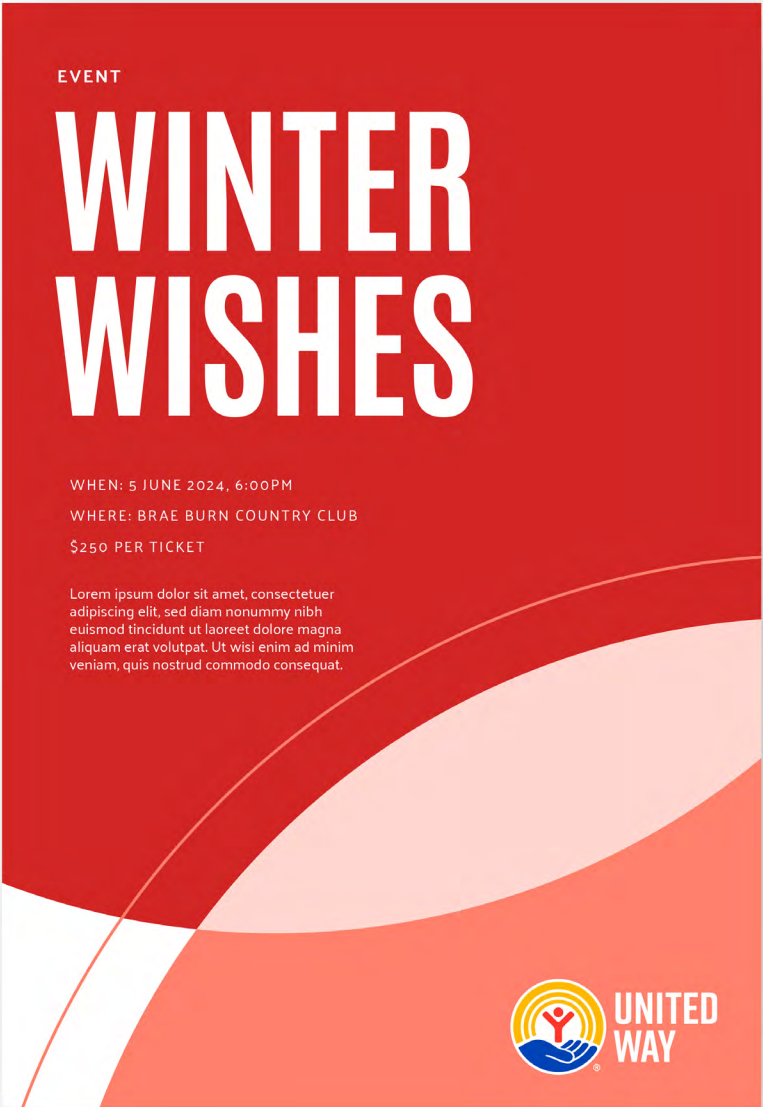
Treat in type using brand fonts; graphic elements may be used to add flavor and context to events

## UNITED IN PURPOSE



# EVENTS IN APPLICATION

The examples shown here demonstrate the full range of creative expression for event collateral, modulating our visual identity – from typography to color to graphic elements – for audience engagement and impact.



# CAMPAIGNS

Campaigns are defined as time-bound, promotional activities that usually have a specific goal, such as raising funds, increasing awareness, advocating for a cause or asking people to take action.

**How to Name:**

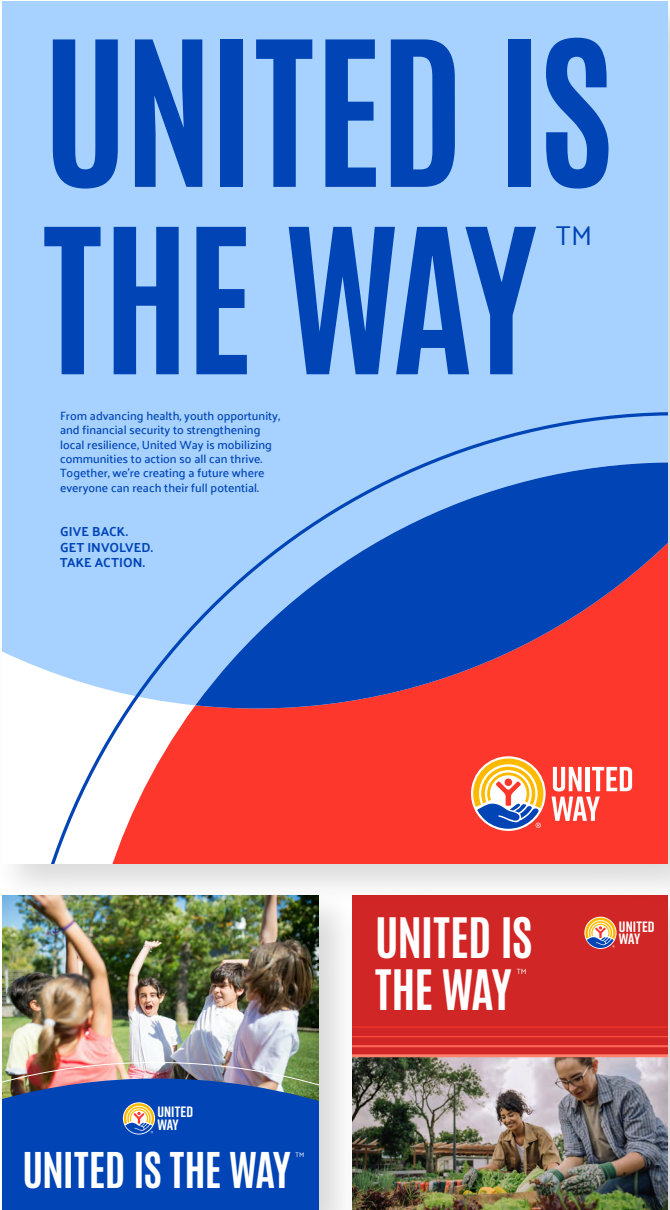
Campaign Theme

Note that some campaign names may be trademarked. If the campaign is trademarked, use the “TM” in copy after first use and in visuals with every use.

**How to Visualize:**

Some campaigns may require a special signifier and design elements that connect to the campaign theme, but should not be locked up with the United Way logo. If the campaign has a hashtag, use in relevant materials in addition to the campaign name, but do not lock up with the logo.

UNITED IS  
THE WAY™



# STRATEGIC RELATIONSHIPS

Strategic relationships are defined as external organizations with whom the organization works to achieve shared strategic goals.

## Corporate Partners

Corporate Partners are corporations collaborating to support giving and getting involved

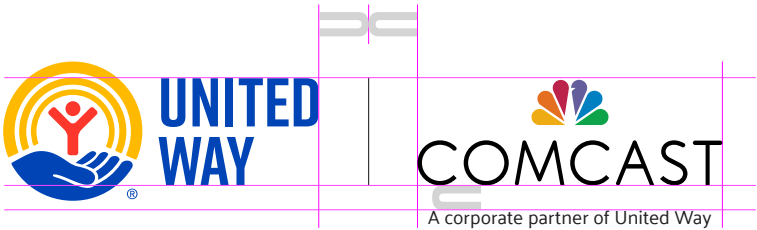
### How to Reference in Text:

Describe the relationship as “A corporate partner of United Way”

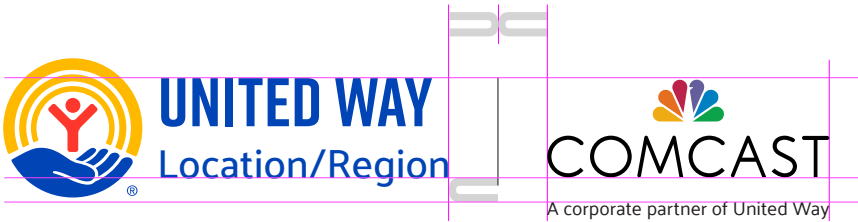
### How to Visualize:

Lock up partners’ logos with United Way; where possible, United Way logo leads. Keep height of the partner logo equal to the height of the United Way logotype.

Network



Local United Way



# STRATEGIC RELATIONSHIPS (CONT'D)

## Community Partners

Community Partners are nonprofits or government organizations collaborating to create community impact

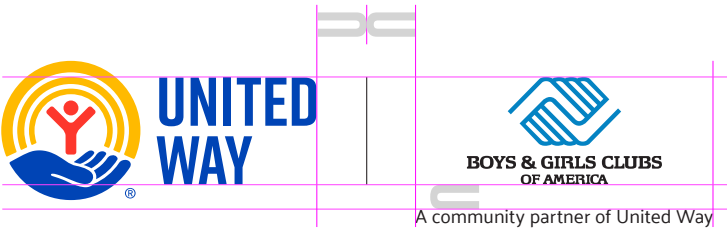
### How to Reference in Text:

Describe the relationship as “A community partner of United Way”

### How to Visualize:

Lock up partners’ logos with United Way; where possible, United Way logo leads. Keep height of the partner logo equal to the height of the United Way logotype.

Network



Local United Way





# STRATEGIC RELATIONSHIPS (CONT'D)

## Collaboratives

Collaboratives are a group of organizations/people that come together to develop, run or operate shared programs/services. Collaboratives must involve at least one organization outside of United Way.

### When Promoting Collaborative Services

When communicating collaborative services directly to the community, lead with the collaborative signature. If the collaborative is mostly managed by United Way, the collaborative signature should be developed in United Way’s look and feel. If the collaborative is mostly managed by partner organizations, the collaborative signature should be created in a distinctive look and feel.

### How to Verbalize and Visualize:

Depending on the role of United Way and/or the collaborative partners, the relationship can be described as being “managed,” “operated” or “powered by United Way [and XYZ Partner].”

When communicating a national, regional or local collaborative that is managed or operated, but not owned by United Way, communicate the collaborative and/or its location, and indicate that it is “powered by United Way” and/or “powered by United Way and [XYZ Partner].”

Collaborative Brand



When communicating 211 services directly to the community, you may present the collaborative signature locked up with the tagline, “Get Connected. Get Help.™”



In small spaces to improve legibility, remove the tagline, regional endorsement and/or “Powered by” language from the 211 signature.



When communicating a 211 that is managed or operated by United Way, lock up the collaborative signature with the endorsement language, “Powered by United Way [Location]”



When communicating a 211 that is managed or operated by multiple United Ways within a region, lock up the collaborative signature with the region followed by the endorsement language, “Powered by United Way”



When communicating a 211 that is managed by United Way and a partner, lock up the collaborative signature with the endorsement language, “Powered by United Way [Location] and [XYZ Partner]”



When communicating a 211 that is managed or operated by a partner, lock up the collaborative signature with the endorsement language, “Powered by [XYZ Partner]”



# STRATEGIC RELATIONSHIPS (CONT'D)

## When Promoting United Way Together With Collaborative Services

When communicating United Way’s role in the community, together with its stewardship of 211, the logo and collaborative signature may be presented as a strategic relationship.

### How to Visualize:

When promoting United Way and its vital role in supporting the 211 collaborative, the relationship may be presented as a 1:1 relationship, where United Way is presented side by side with 211, separated by a ruler line. This treatment is most appropriate in United Way contexts (e.g., websites, grant proposals, etc.) versus direct collaborative service contexts. Where possible, the United Way logo should lead the relationship.

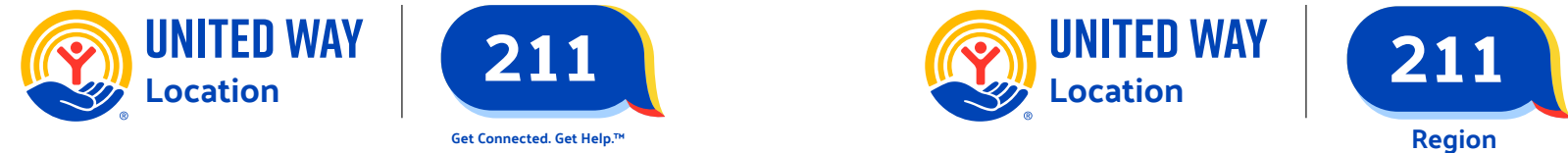
Co-branded (Network)



When communicating United Way’s role in communities, together with its stewardship of 211, the relationship may be presented as a 1:1 relationship. Where possible, United Way should appear first followed by a ruler line and the 211 signature, together with the tagline.

When communicating United Way’s role in communities, together with its stewardship of a regional 211 collaborative, the relationship may be presented as a 1:1 relationship. Where possible, United Way should appear first followed by a ruler line and the regional 211 signature.

Co-Branded (Local United Way)



When communicating a local United Way’s role in its community, together with its stewardship of 211, the relationship may be presented as a 1:1 relationship. Where possible, the local United Way signature should appear first followed by a ruler line and the 211 signature, together with the tagline.

When communicating a local United Way’s role in its community, together with its support of a regional 211 collaborative, the relationship may be presented as a 1:1 relationship. Where possible, the local United Way signature should lead, followed by a ruler line and the regional 211 signature.

# STRATEGIC RELATIONSHIPS (CONT'D)

## When Promoting Collaborative Services with External Partners

When promoting collaborative services or products provided or delivered by United Way and an external partner, consider the objective and context to determine whether the collaborative product/service should lead in communications or whether United Way should lead.

In contexts where the primary objective is to promote the collaborative product/service, it should lead communications, supported by United Way and collaborators. If the primary objective to promote United Way’s stewardship of the collaborative product/service, United Way may lead, with supporting partners in a secondary position. .

### How to Visualize:

Depending on the context, lead with either the collaborative signature or the United Way logo. If the external partner is providing specific resources, then lock up their logo with corresponding language (e.g., “caregiver resources from”). Ensure the language is as concise as possible to avoid legibility issues.

In small spaces, the 211 signature without the tagline should be used to avoid legibility issues. Where space permits, the 211 signature with the tagline should be used.

Promoting Collaborative Service/Product,  
Supported by United Way and Collaborators



When communicating the collaborative services primarily, the 211 signature should lead. United Way and the external partner should be presented as a 1:1 relationship with the logos separated by a ruler line. These two logos should be in relationship with the 211 signature, so that there is some visual distance.

Promoting United Way as Steward of Collaborative Service/Product,  
Endorsed By Collaborators



When communicating United Way’s role as steward of the collaborative service/product, the United Way logo should lead and be presented as a 1:1 relationship with the 211 signature, separated by a ruler line. The external partner’s logo should be shown in relationship with the collaborative and United Way logos with some visual distance.

# STRATEGIC RELATIONSHIPS (CONT'D)

## Sponsors/Funders

Sponsors/Funders are organizations providing financial support to achieve a shared goal or objective

### How to Reference in Text:

Describe the relationship as “Supported by [Sponsor/Funder]”

### How to Visualize:

Use sponsorship/funding language with corresponding logos

Supported by



# NAMING CONVENTIONS

Using consistent naming conventions for programs, services, initiatives and more will help us create greater cohesion across our portfolio and the network. Consider the following when naming a new offering:

✓ Apply naming conventions that complement the primary brand

- When using “United” in naming, “United” should lead and travel with an action or outcome, e.g., “United in Purpose”

Note: Exceptions are made for legacy naming conventions for affinity groups

✓ Use concise, descriptive names wherever possible

✓ Follow consistent structures when naming similar offerings

✗ Avoid overly clever or coined names that risk confusion (e.g., Way 2 Go!)

- Avoid acronyms as they do not enhance clarity or scale globally (e.g., U.N.I.T.Y. = **U**nited Way **N**etwork **I**nspiring **T**oday’s **Y**outh)

✗ Avoid using negative or deficit-based language when developing names

# SIGNATURE SYSTEM SUMMARY

Organizational Brand



Localization



Local United Ways should be locked up with the United Way logo

Programs/Services








Treat in type using brand fonts

Initiatives/Projects



Treat in type using brand fonts




















# SIGNATURE SYSTEM SUMMARY (CONT'D)

Affinity Groups	 	Treat in type using brand fonts
Internal Groups	Human Resources	Treat in type using brand fonts
Publications	Annual Report	Treat in type using brand fonts; mastheads may require flexible application of the design elements (e.g., stylized typography, etc.)
Platforms/Tools		Treat in type using brand fonts
Events		Treat in type using brand fonts; graphic elements may be used to add flavor and context to events
Campaigns		Some campaigns may require a special signifier and design elements that connect to the campaign theme, but should not be locked up with the United Way logo



# SIGNATURE SYSTEM SUMMARY (CONT'D)

## Strategic Relationships

Corporate Partners	<div></div> <div> A corporate partner of United Way</div>	Lock up partners’ logos with United Way; where possible, United Way logo leads
Community Partners	<div></div> <div> A community partner of United Way</div>	Lock up partners’ logos with United Way; where possible, United Way logo leads
Endorsement	<div> Get Connected. Get Help.™</div> <div> Powered by United Way [Location]</div> <div> Region Powered by United Way</div> <div></div> <div> Powered by United Way [Location] and [XYZ Partner]</div> <div> Powered by [XYZ Partner]</div>	
Collaboratives	<div>Co-branded</div> <div><div></div><div> Get Connected. Get Help.™</div></div> <div><div></div><div> Region</div></div> <div><div></div><div> Get Connected. Get Help.™</div></div> <div><div></div><div> Region</div></div> <div></div>	Depending on the role of United Way and/or the collaborative partners, the relationship can be described as being “managed,” “operated” or “powered by United Way [and XYZ Partner]”
Sponsors/Funders	<div>Supported by</div> <div></div>	Use sponsorship/funding language with corresponding logos

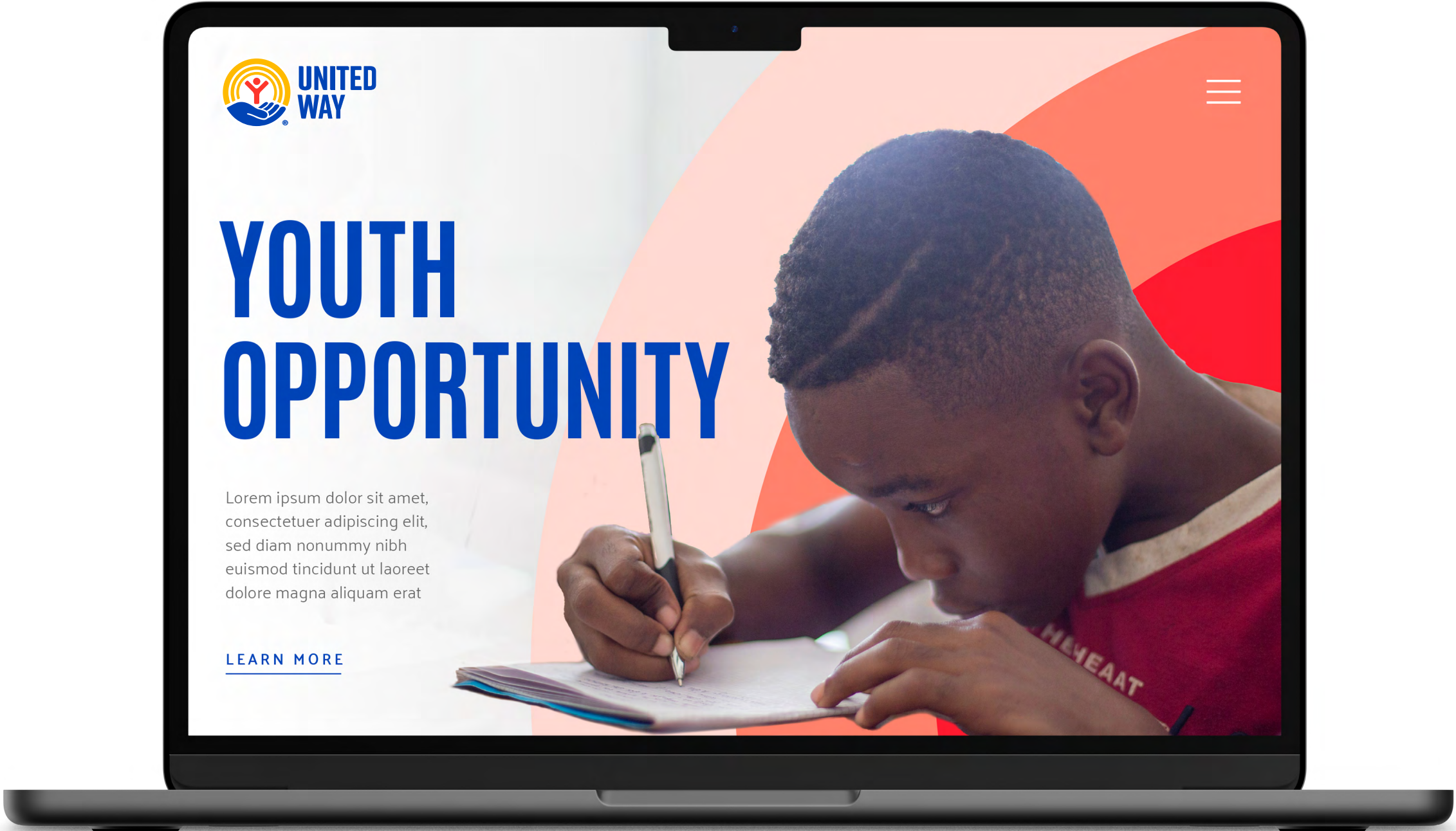
# **04**

## **BRINGING THE ELEMENTS TO LIFE**



# DESIGN INSPIRATION OVERVIEW

The examples on the following pages demonstrate our visual identity system in action across a spectrum of communications, formats and applications. Refer to these examples as inspiration for bringing our brand story to life.



SOCIAL MEDIA





# HEALTHY COMMUNITY

01

LOREM IPSUM  
SIT DOLOR AMET

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat

02

LOREM IPSUM  
SIT DOLOR AMET

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat

03

LOREM IPSUM  
SIT DOLOR AMET

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat

04

LOREM IPSUM  
SIT DOLOR AMET

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat



## PROMOTIONAL ITEMS





EVENT MATERIALS



UNITED IS  
THE WAY™

Lorem ipsum dolor sit amet, consectetur  
adipiscing elit, sed diam nonummy nibh.

Event23



EVENT INVITATIONS

# Save the Date

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nibh euismod ut laoreet magna aliquam erat volutpat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nibh euismod ut laoreet magna aliquam erat volutpat.

WHEN: 10 OCTOBER 2023 - 6:00PM

WHERE: WEST COUNTRY CLUB

\$250 PER TICKET



# Imagine Gala



UNITED WAY

JOIN US FOR OUR  
2024 ANNUAL GALA

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud commodo consequat. Duis aute vel eum iriure dolor in hendrerit in vule putate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril dolore te feugait nulla facilisi.

WHEN: 5 JUNE 2024, 6:00PM

WHERE: BRAE BURN COUNTRY CLUB

\$250 PER TICKET



# DIGITAL SIGNATURES

Firstname Lastname ([pronoun/pronoun/pronoun](#))

Position, Department  
United Way Worldwide

[firstname.lastname@uww.unitedway.org](mailto:firstname.lastname@uww.unitedway.org)

**Office:** +000 (000) 000-0000  
**Mobile:** +000 (000) 000-0000  
**Fax:** +000 (000) 000-0000

701 North Fairfax St, Alexandria, VA 22314  
USA



[www.unitedway.org](http://www.unitedway.org) | Find us on: [Facebook](#) | [Twitter](#) | [Instagram](#) | [LinkedIn](#)

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This message and any attachments may contain confidential or privileged information, and are only for the use of the intended recipient of this message. If you are not the intended recipient, please notify the sender by return email, and delete or destroy this and all copies of this message and all attachments. Any unauthorized disclosure, use, distribution, or reproduction of this message or any attachments is prohibited and may be unlawful.

Firstname Lastname ([pronoun/pronoun/pronoun](#))

Position, Department  
United Way Worldwide

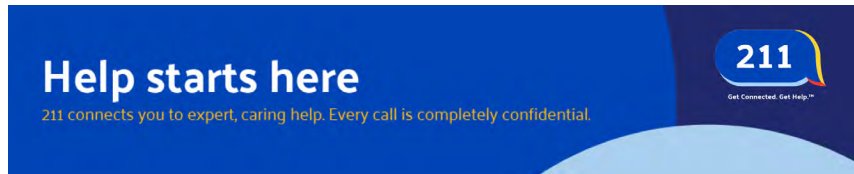
[firstname.lastname@uww.unitedway.org](mailto:firstname.lastname@uww.unitedway.org)

**Office:** +000 (000) 000-0000  
**Mobile:** +000 (000) 000-0000  
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Firstname Lastname ([pronoun/pronoun/pronoun](#))

Position, Department  
United Way Worldwide

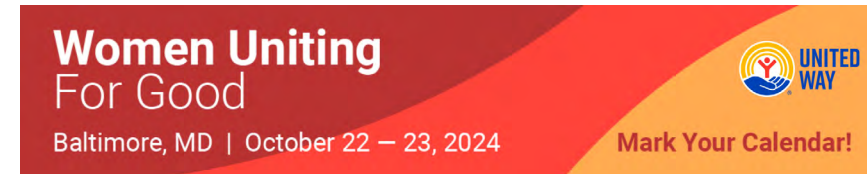
[firstname.lastname@uww.unitedway.org](mailto:firstname.lastname@uww.unitedway.org)

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# ADDITIONAL RESOURCES

Here are some additional resources to help bring the United Way brand to life.

## **United Way Messaging Toolkit**

The messaging toolkit contains everything needed to live the United Way brand in written form. Find key messages, boilerplate language, elevator speeches, proof points and other helpful tools to tell the United Way story in a consistent and compelling manner.

## **United Way Style Guide**

The style guide details standard requirements for grammar, punctuation, tense, wording and writing best practices for the United Way Network.

## **Brandfolder**

Brandfolder is United Way's digital asset management system. Use this resource to access logos, toolkits, templates, and photo and video assets that can be used across the United Way Network.



For further information,  
please email [brand@unitedway.org](mailto:brand@unitedway.org)